

GOVERNOR JENNIFER M. GRANHOLM

Friday, June 30, 2006

Hello, this is Governor Jennifer Granholm.

As we head into the Fourth of July holiday weekend, I hope you'll have the chance for a little rest and relaxation ...

And I hope you'll have the chance to visit some of our state's outstanding tourist destinations.

As Michiganders, we know all about the magnificent things this state has to offer – miles of shoreline, beautiful lakes and rivers, exciting sporting events, golf courses and cultural attractions.

As Michiganders, we want to share our state, and the places that make it great with everyone across this country.

So earlier this month, with the help of the Michigan Economic Development Corporation, we launched a new marketing campaign to let people outside Michigan know what we already know – that Michigan is a great vacation destination.

The goal of the “Pure Michigan” tourism campaign is to help people in other states feel what we feel in Michigan. Thanks to the narration of Michigan native and television and movie star Tim Allen, others can share in ...

The way we feel when we're sitting in an Adirondack chair with our feet in the sand on a magnificent summer day;

Or the excitement we feel when we're driving into one of our great cities, where we can enjoy another Tigers win or stroll through the Frederick Meijer gardens or step back in time at the Henry Ford Museum.

The way we feel when we're heading west on Highway 2, just north of the bridge with the windows rolled down, and we can already smell that campfire and taste those s'mores.

So you may be wondering - with a struggling economy, why would we double our investment in promoting Michigan?

Because in Michigan, tourism is about more than just fun and relaxing vacations. Tourism is a critical component of our economy.

Tourists spend more than \$17 billion in Michigan each year, generating millions of dollars in tax revenue and creating more than 193,000 jobs for Michigan residents. And we know that each additional dollar we spend advertising all that Michigan has to offer generates another \$3.43 in spending.

So, we've targeted some of our \$2 billion 21st Century Jobs Fund to dramatically increase funding for marketing Michigan across the country. It's a wise investment for us in Michigan.

So remember - whether you're enjoying a little peace and quiet at a cottage Up North this weekend, or taking part in the Cherry Festival in Traverse City, the International Balloon Competition in Battle Creek or Detroit's Taste Fest – wherever this holiday takes you, what you find will be “Pure Michigan”.

Thank you for listening and have a happy and safe Fourth of July.